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WHAT IS CLAIMED IS:

Sub B1

1. A system for launching an advertisement on a computer, comprising:

    a computer having an audio input interface and a display;

    an audio output acoustically coupled from a broadcast source to said

5   input interface for providing an audio signal having encoded therein an

    advertisement; and

    a program operable on said computer and responsive to said audio

    signal output from said broadcast source for reproducing said advertisement upon

    said display.

2. The system of Claim 1, wherein said input interface comprises:

    a circuit for converting said audio signal output coupled from said

    broadcast source into digital form for processing by said computer.

3. The system of Claim 2, wherein said circuit comprises:

    an audio circuit having an input coupled to a microphone and an

    output; and

    an A/D converter coupled to said output wherein an output of said

5   A/D converter is coupled to a system bus of said computer.

Sub B2

4. The system of Claim 1, wherein said audio signal comprises:

    an advertisement coupled with a sound effect selected from the group

    including clapping, clicking, whistling, audible tones, subaudible tones, superaudible

    tones or a combination thereof.

5. The system of Claim 1, wherein said audio output comprises:

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a broadcast or recorded program including said advertisement encoded in an audio component of said program.

6.   The system of Claim 1, wherein said audio output comprises:

an audible signal for initiating execution by said program in said computer.

7.   The system of Claim 1, wherein said advertisement includes:

information selected from the group including product identity, product description, manufacturer identity, advertising messages or program execution commands.

8.   The system of Claim 1, wherein said program comprises:

a program for accessing advertising information coupled from a broadcast source;

means for decoding advertising information encoded in said audio

5   signal; and

means for launching said advertisement on said display of said computer.

9.   The system of Claim 8, wherein said means for launching comprises:

means for coupling said computer to said display.

10. A method for launching an advertisement on a computer comprising the steps of:

providing a computer having an audio input interface responsive to an audio signal output from a broadcast source and a display coupled to the computer;

5   receiving the audio signal output having advertising information encoded therein at the audio input interface and decoding the advertising information for processing by the computer; and

initiating execution of a program on the computer responsive to the audio signal having the encoded advertising information.

11. The method of Claim 10, wherein the step of providing a computer comprises the steps of:

providing an audio input interface for receiving the audio signal output from the broadcast source;

5   converting the received audio signal to a form readable by the computer; and

transmitting converted audio signal information to the computer.

12. The method of Claim 11, wherein the step of providing an audio input interface comprises the steps of:

providing an audio circuit having an input coupled to a microphone and an output; and

5   coupling an A/D converter between said output of said audio circuit and a system bus of said computer.

13. The method of Claim 10, wherein the step of receiving comprises the steps of:

receiving a broadcast or recorded program source having encoded therein advertising information selected from the group including product identity, product description, manufacturer identity, advertising messages or program execution commands.

14.   The method of Claim 10, wherein said audio signal output comprises:

a sound effect selected from the group including clapping, whistling, audible tones, subaudible tones, superaudible tones or a combination thereof.

15.   The method of Claim 10, wherein the step of initiating execution comprises the steps of:

interpreting the advertising information received during the receiving step; and

launching a display of the advertising upon the display.

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